



**Benevity announces investment from Hg  
to continue to strengthen corporate purpose globally**

CALGARY, AB, Canada and London, UK: 3 December 2020 – Benevity, Inc. (“Benevity”), a global leader in corporate purpose cloud software, today announces that it has secured an investment from Hg, a leading global software investor. Hg’s investment is expected to further accelerate and scale Benevity’s pioneering leadership in this category.

Hg will lead the investment, which will be made from the Hg Saturn 2 Fund, in partnership with Benevity’s current investors, General Atlantic and JMI Equity, who will remain significant investors in the business, alongside the Benevity management team.

This investment comes at a time when ESG (Environment, Social, Governance), corporate purpose and stakeholder capitalism are taking root in companies of all sizes across the globe and as employee, consumer and public expectations grow for business to help solve the complex issues facing society. Benevity’s all-in-one, global platform enables purpose-driven brands to engage these stakeholders in supporting the causes and issues they care about through a database of nearly 2 million vetted nonprofit organizations worldwide.

The Benevity platform has driven more than 34 million hours in volunteer time and talent, 275,000 positive actions, over one million grants and more than \$6 billion in donations to date. Benevity’s 650 clients and their 19 million employees support issues ranging from food insecurity, human rights, diversity and inclusion, racial equity, mental health — and everything in between. Around half of the businesses named on the [2021 Forbes Just 100 Ranking](#) – which recognizes “America’s Most JUST Companies” – use Benevity to power their corporate purpose programs<sup>1</sup>.

Benevity has helped transform the nonprofit sector from manual processing, technological lag and fragmentation to automation, aggregation and efficiency. With 90% of all donation funds being sent electronically to nonprofits, Benevity boasts the highest payment success rate in the industry, ensuring that more dollars reach those in need, more accurately and reliably than any other software provider.

“For the last decade, Benevity has been transforming the way businesses engage stakeholders in social impact initiatives, evolving them from passively transactional investments to empowered, personalized experiences,” said Bryan de Lottinville, Benevity Founder and CEO. “By embracing a grassroots approach to goodness — that is supported by scalable software — companies create more meaningful purpose-driven cultures and consumer-facing brands, helping them truly do well by doing good. We are thrilled to have Hg on board, whose global profile and expertise in software and SaaS will enable us to scale our reach to even more companies across a spectrum of industries, sizes and geographies, helping more people create a sense of connection to purpose and impact than ever before.”

---

<sup>1</sup> 47 Benevity Clients Make 2021 Forbes JUST 100 List of America’s Most JUST Companies:  
<https://www.benevity.com/media/press-releases/2021-JUST-100>



Nic Humphries, Senior Partner and Head of the Hg Saturn team, said: “It is truly exciting to partner with an organization that enables such positive impact to society, and we passionately believe in what Bryan, [Kelly](#) and their team are creating. Benevity is already a robust, high-growth business with a trusted platform for some of the world’s largest global brands looking to boost their purpose-driven activities. We look forward to working with the team to become even more pervasive and impactful.”

The Saturn team’s Justin Von Simson, Managing Partner, Thorsten Toepfer, Partner and Gero Wittemann, Partner and co-lead of Hg’s New York team, added: “Benevity has created a system of giving, volunteering and mission engagement that is more impactful and efficient for the business world, driving up employee participation rates, increasing employee engagement and retention, and resulting in higher impact to those in society that need it most. It’s great to be backing another business based in North America and we look forward to using our experience in scaling software champions, to reinforce their mission across the globe.”

Alex Crisses, Managing Director at General Atlantic, added: “We are strong believers in Benevity’s mission to empower enterprises and employees alike to support the causes they care about. Over the three years of our partnership with Benevity, the company has demonstrated the resonance of its platform as it has added premier clients – becoming the backbone for their corporate giving and employee engagement programs – and enabled giving on a global scale. We are proud to welcome a trusted partner in Hg in the company’s next phase of growth.”

The terms of the transaction were not disclosed and closing of the transaction is expected in January 2021.

**For further details:**

Hg	
Tom Eckersley	+44 (0)20 8396 0930
Diana Vaughton and Samantha Chiene (Brunswick, UK)	+44 (0)207 404 5959
Alex Yankus and Harry Mayfield (Brunswick, USA)	+1 917 818 5204
	<a href="mailto:HG@brunswickgroup.com">HG@brunswickgroup.com</a>
Benevity	
Amanda Orr (Kickstart, USA)	+1 323 601 5734
	<a href="mailto:press@benevity.com">press@benevity.com</a>

**About Hg**

Hg is a leading European investor in software and services, focused on backing businesses that change how we all do business. Deep technology expertise, complemented by vertical application specialisation and dedicated operational support, provides a compelling proposition to management teams looking to scale their businesses. Hg has funds under management of over \$30 billion, with an investment team of over 140 professionals, plus a portfolio team of more than 30 operators, providing practical support to help our businesses to realise their growth ambitions. Based in London, Munich and New York, Hg has a portfolio of over 30 software and technology businesses, worth over \$50 billion aggregate enterprise value, with over 35,000 employees globally. For further details, please visit the Hg website: <https://hgcapital.com/>.



### **About Benevity**

[Benevity](https://www.benevity.com), a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 6 billion dollars in donations and 34 million hours of volunteering time, 275,000 positive actions and awarded over one million grants to 300,000 nonprofits worldwide. For more information, visit [www.benevity.com](https://www.benevity.com).

### **About General Atlantic**

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build market-leading businesses worldwide. General Atlantic has more than 175 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai and Singapore. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](https://www.generalatlantic.com).

### **About JMI Equity**

JMI Equity is a growth equity firm focused on investing in leading software companies. Founded in 1992, JMI has invested in over 150 businesses in its target markets, successfully completed over 100 exits and raised more than \$4 billion of committed capital. JMI partners with exceptional management teams to help build their companies into industry leaders. For more information visit [jmi.com](https://jmi.com).